

Press Release - Blue Ocean Awards – Paris, France

September 25th, 2017

Blue Ocean Strategy's incubator for senior professionals

Session starting on 2nd of October, selection is open.

First in the world incubator oriented on seniors, experts in their industry or entrepreneurs, allows to find brand new idea and just in 3 months develop it from zero to a full running business. Following the famous Blue Ocean Strategy and innovations implementation, the goal is to create new markets far from the competition.

This new model of incubation was named the [Blue Ocean STARTER](#).

If there is willingness, even without a clear understanding what to do or without any idea at all, participants, around 10 people, will be involved in the program. They will start from analysing the targeted industry, then elaborating new offers using the Blue Ocean Strategy, and prototyping, testing and validating them. Afterwards, they will make real the startups which will launch these offers: composing the teams among the participants, establish the business models, write the business plans, and meet investors to get funded at the end of the incubation program. Top bonus for participants of this trimester is possibility to introduce their startup during the prestigious annual event Blue Ocean Awards 20th December at the French Ministry for Economy.

The experts of the AXESSIO Innovation Strategy Practice, mixing experts in Blue Ocean Strategy, Lean Startup and Entrepreneurship, will perform training and coaching. Among them Alban Eral, founder of the Blue Ocean Awards and Managing Partner of the AXESSIO Innovation Strategy practice, and Thierry Gilmaire, serial Entrepreneur, with high experience in directing Start-up & SMEs.

The annual ceremony Blue Ocean Awards allows innovative French companies to benefit from investors support and navigate to new horizons. The access to the ceremony is completely free thanks to sponsors, who help to the event to growth and develop. To obtain the entrance ticket please click [here](#).



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Blue Ocean Awards is the first annual event aiming at giving recognition to innovative French companies, who have successfully created new markets, away from the competition. For the fourth year, supported by the French Ministry for the Economy and Finance, the most creative products and services will be rewarded by a jury of top-notch professionals, bringing together successful entrepreneurs & global



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